

TIME PERIOD: YEAR

MFG. LIST PRICE(PER 1000)  
 LESS TERM DISC.  
 LESS IDP 0.00%  
 COST TO DISTRIBUTOR  
 ADD AVG. S.E.T. \$11.89  
 DIST. MARK-UP 5.00%  
 COST TO RETAILER  
 RETAIL MARK-UP  
 ADD SALES TAX 5.19%  
 COST PER 1000  
 COST PER PACK WEIGHT 50.00%  
 COST PER CARTON 50.00%  
 PROJECTED CATEGORY SHARE

FM 85'S FM 100'S PV 85'S PV 100'S 25'S PV 85'S PV 100'S PRICE-OFF 85'S 100'S

\$49.90	\$51.40	\$38.00	\$39.25	\$40.92	\$42.12	\$35.00	\$34.00
\$1.62	\$1.67	\$0.95	\$0.98	\$1.02	\$1.05	\$0.88	\$0.85
\$48.28	\$49.73	\$37.05	\$38.27	\$39.90	\$41.07	\$34.13	\$33.15
\$60.16	\$61.61	\$48.93	\$50.15	\$51.78	\$52.95	\$46.01	\$45.04
\$3.01	\$3.08	\$2.45	\$2.51	\$2.59	\$2.65	\$2.30	\$2.25
\$63.17	\$64.70	\$51.38	\$52.66	\$54.37	\$55.60	\$48.31	\$47.29
\$77.86	\$79.74	\$68.08	\$69.78	\$72.04	\$73.67	\$64.01	\$62.65
\$4.04	\$4.14	\$3.53	\$3.62	\$3.74	\$3.82	\$3.32	\$3.25
\$81.90	\$83.88	\$71.61	\$73.40	\$75.78	\$77.49	\$67.33	\$65.91
\$1.75	\$1.79	\$1.43	\$1.46	\$1.51	\$1.54	\$1.34	\$1.31
\$15.27	\$15.64	\$12.47	\$12.78	\$13.20	\$13.50	\$11.73	\$11.48
49.47%	33.51%	7.02%	7.38%	0.19%	0.43%	1.00%	1.00% 100.00%

INPUT VARIABLES:

DISCOUNT FM 3.25% PV 2.50%  
 IDP 0.00%  
 AVG S.E.T \$0.2377  
 DIST M.U. 5.00%  
 CRT. M.U. 14.50% 21.00%  
 PK M.U. 32.00% 44.00%  
 CARTON% 50.00%  
 PACK% 50.00%  
 SALES TAX 5.19%  
 COUPON \$0.0271  
 ENTER MFG. LIST PRICE ABOVE

DESCRIPTION

TERM DISCOUNT  
 SALES EXCISE TAX(WEIGHTED)  
 DISTRIBUTOR MARK-UP  
 RETAIL CARTON MARK-UP  
 RETAIL PACK MARK-UP  
 % OF CARTON VOLUME  
 % OF PACK VOLUME  
 WEIGHTED STATE TAX  
 PER PACK

AVG PERIOD  
 PRICE  
 COST PER 1000 \$79.52 15.85  
 COST PER PACK \$1.68  
 COST PER CARTON \$14.70  
 %DIFF VS. YEAR AGO  
 COST PER 1000  
 COST PER PACK  
 COST PER CARTON

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